Rep Order# 1 of 3 6852973 Ver# 1 **Mod**# 0 Status Confirmed Traffic Order# **Printed:** 09/17/2012 10:02 AM **EC'd** Yes Last Received:

09/17/2012 8:09 AM

Showing Buylines: All Lines

WOOD-TV GRAND RAPIDS, MI. Station) .RESTORE OUR FUTURE Advertiser (

RESTORE OUR FUTURE Product Estimate# 2017

Buyer ELISE CLOYD

Phone# Fax#

) MENTZER MEDIA Agency 600 FAIRMONT AVE, S#306 TOWSON, MD 21286

Agency C/P1/P2/E //2017

Flight Dates 09/19/2012 - 09/25/2012

Hiatus Weeks

Rep Firm

) PHILADELPHIA Sales Office (Salesperson () IAN AMBRON

Salesperson Phone# 215-567-6005 Salesperson FAX# 215-525-9757

--- CONTRACT COMMENT ---

RESTORE OUR FUTURE SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	W-F Buylin	6A-7A ne Comment:	: NEWS	:30	\$800.00	09/19-09/21	3	1	3	\$2,400.00	
	2	W-F Buyli	12P-1P ne Comment:	: NEWS	:30	\$650.00	09/19-09/21	3	1	3	\$1,950.00	
	3	W-F Buyli	5P-530P ne Comment:	: NEWS	:30	\$1,500.00	09/19-09/21	3	1	3	\$4,500.00	
	4	W-F Buyli	11P-1135P ne Comment:		:30	\$1,500.00	09/19-09/21	3	1	3	\$4,500.00	
	5	W-F Buyli	1135P- 1235A ne Comment:	: TONIGHT SHOW	:30	\$650.00	09/19-09/21	6	1	6	\$3,900.00	
	6	SA	6A-7A ne Comment:		:30	\$400.00	09/22-09/22	1	1	1	\$400.00	
	7	SA Buylin	7A-8A ne Comment:	· NEWS	:30	\$850.00	09/22-09/22	1	1	1	\$850.00	
	8	SA Buyli	6P-630P ne Comment:	: NEWS	:30	\$1,200.00	09/22-09/22	1	1	1	\$1,200.00	
	9	SA Buylin	11P-1130P		:30	\$1,500.00	09/22-09/22	1	1	1	\$1,500.00	

Showing Buylines: All Lines

2 of 3

WOOD-TV GRAND RAPIDS, MI.) MENTZER MEDIA Rep Firm Station Agency Sales Office (Advertiser) .RESTORE OUR FUTURE 600 FAIRMONT AVE, S#306) PHILADELPHIA **Product** RESTORE OUR FUTURE TOWSON, MD 21286 Salesperson () IAN AMBRON Estimate# 2017 Agency C/P1/P2/E //2017 ELISE CLOYD Flight Dates 09/19/2012 - 09/25/2012 **Buver** Salesperson Phone# 215-567-6005 Phone# **Hiatus Weeks** Salesperson FAX# 215-525-9757 Fax# LTSpots/Week # of Total Cost Day Time Program Len Rate Dates Total Ln Daypart Weeks Spots ____ ___ ______ ----_____ 10 SU 6A-7A :30 \$450.00 09/23-09/23 1 1 1 \$450.00 Buyline Comment: NEWS 7A-8A 1 1 11 SU :30 \$950.00 09/23-09/23 1 \$950.00 Buyline Comment: NEWS 1 12 SU 8A-9A :30 \$1,600.00 09/23-09/23 1 1 \$1,600.00 Buyline Comment: SUN TODAY 13 SU 10A-1030A :30 \$500.00 09/23-09/23 1 1 1 \$500.00 Buyline Comment: TO THE POINT 1 14 SU 1130P-12A :30 \$500.00 09/23-09/23 1 1 \$500.00 Buyline Comment: NEWS 2 1 2 15 M-TU6A-7A :30 \$800.00 09/24-09/25 \$1,600.00 Buyline Comment: NEWS 2 16 M-TU12P-1P :30 \$650.00 09/24-09/25 2 1 \$1,300.00 Buyline Comment: NEWS 1 2 17 M-TU5P-530P :30 \$1,500.00 09/24-09/25 \$3,000.00 Buyline Comment: NEWS 18 M-TU11P-1135P :30 \$1,500.00 09/24-09/25 2 1 2 \$3,000.00 Buyline Comment: NEWS 19 M-TU 1135P-:30 \$650.00 09/24-09/25 4 1 4 \$2,600.00 1235A

Buyline Comment: TONIGHT SHOW

Showing Buylines: All Lines

WOOD-TV GRAND RAPIDS, MI. Station Advertiser) .RESTORE OUR FUTURE

Product RESTORE OUR FUTURE 2017

Estimate#

Buyer ELISE CLOYD

Phone# Fax#

Report Totals: 39 / \$36,700.00

) MENTZER MEDIA Agency

600 FAIRMONT AVE, S#306 TOWSON, MD 21286

Agency C/P1/P2/E //2017

Flight Dates 09/19/2012 - 09/25/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA Salesperson () IAN AMBRON

Salesperson Phone# 215-567-6005 Salesperson FAX# 215-525-9757

---SALES MONTHLY TOTALS---

Sep 12: 39 / \$36,700.00 Sales Totals: 39 / \$36,700.00 Station Totals: 39 / \$36,700.00 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$183,500 CATV 0 % WOOD 20% WOTV 0 % WWMT 46% IMXW 16% WXSP 0 % WZPX 0 응 WZZM 18%

null Books RA35+ Demos

--- CREDIT RISK ---

CASH IN ADVANCE